



PARK AND RECREATION DEPARTMENT

# WAYFINDING AND SIGNAGE PLAN

# WAYFINDING PLAN.....

WHAT IS IT?

# Wayfinding Elements

Universal Symbology



Brand Awareness



Design Consistency



Direction To Top Destinations



Encourage Safety



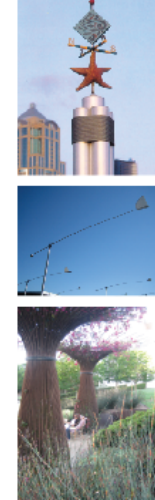
Promote Awareness



"You Are Here" Map



Public Art



Education



Direction to Destinations  
Design Consistency  
"You are Here" Map  
Universal Symbology  
Brand Awareness  
Education  
Encourage Safety

# WAYFINDING SYSTEM

gateway features  
vehicular directional  
pedestrian directional  
parking  
facility rules  
regulatory  
informational kiosk  
interpretive/educational  
sign standards manual

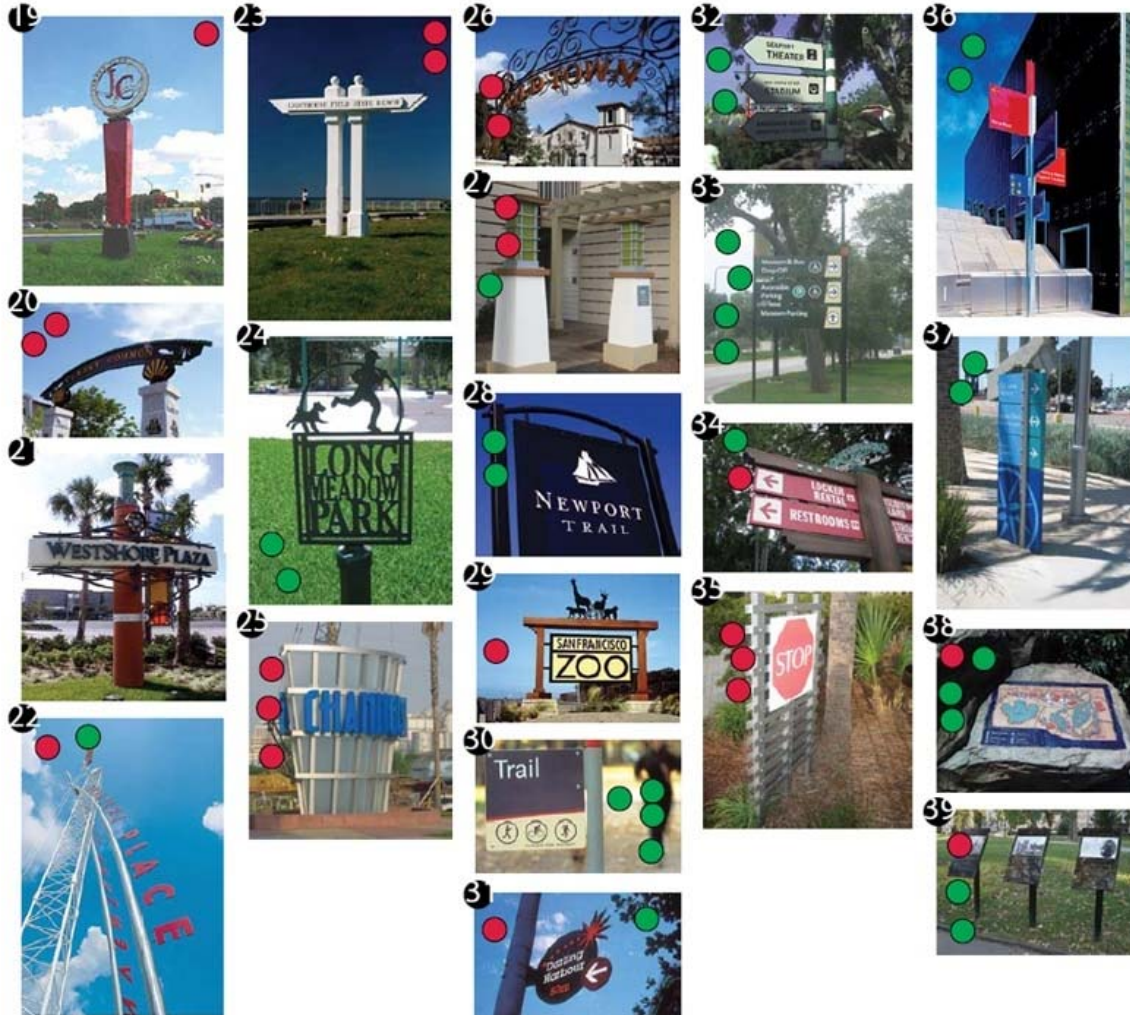
# RESEARCH AND DEVELOPMENT

# Architectural Styles

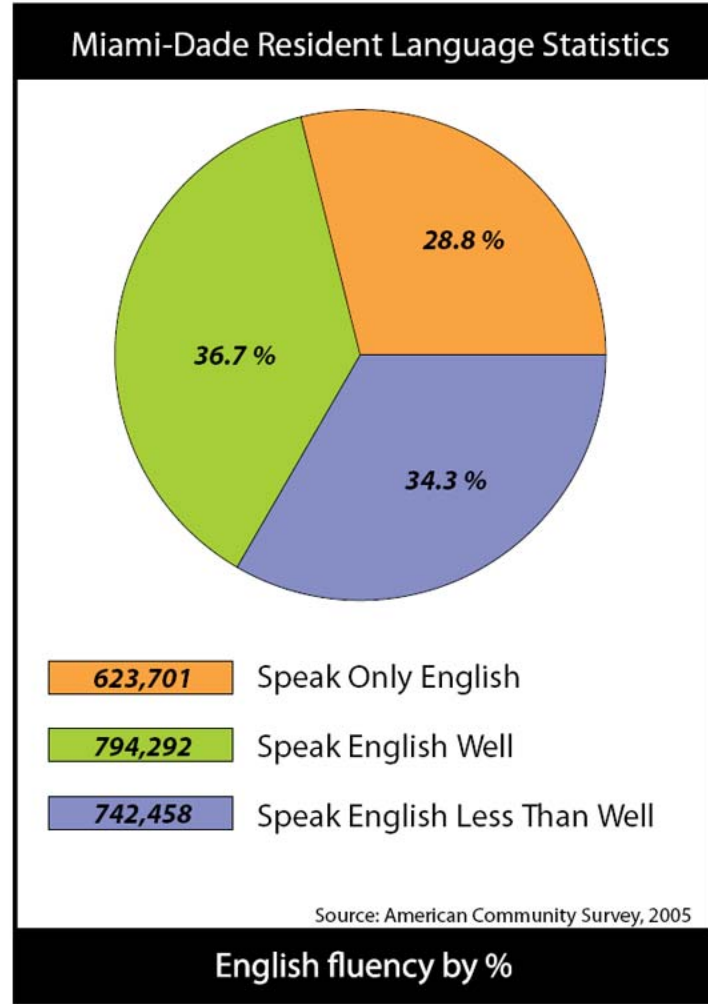
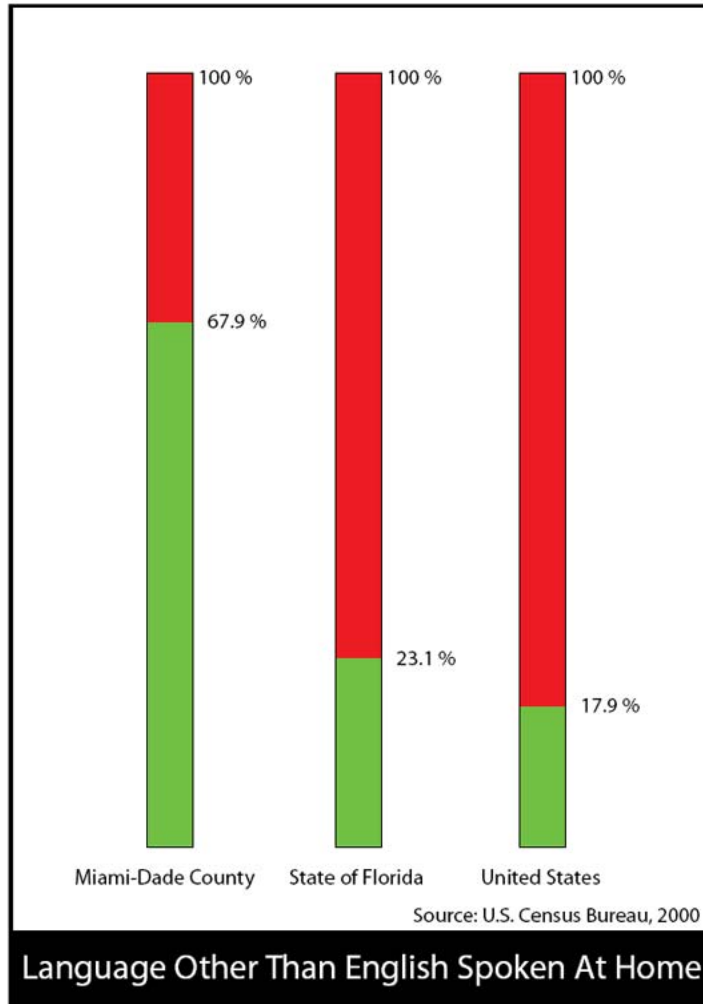
## Visual Preference Survey

The images shown on pages 9 & 10 were presented to the stakeholders. Each participant was asked to place a red dot or green dot on the images they felt represented the right or wrong direction for this design effort. After the red dot/green dot exercise was complete a discussion of overall project objectives lead to the following list of concerns:

- Context Relationships
- Maintenance
- Distinctive
- Symbols & Clarity
- Educational
- Natural Materials
- Brand
- Scale
- Sign Noise
- Integration
- Durability
- Distinctive to Miami
- Quick Information
- Trailhead Sign
- Florida Vernacular
- Simple
- Easy to Read
- Not Busy
- Clean
- Natural
- Coquina
- Maintenance Friendly
- Brand
- Vandal Proof

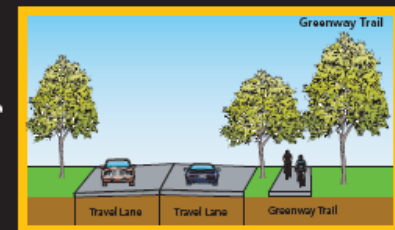
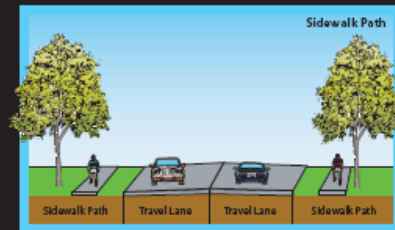
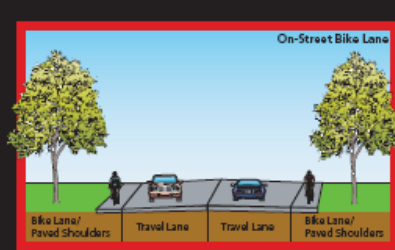


# Demographics - Language Statistics



# Greenway Facility Types

## Types of Cycling Facilities



## Cycling Facility Attributes

**User - Seasoned Cyclists**  
**Supports high speed cyclists**  
 Obey vehicle traffic controls & signals  
 Watch for "door zone" beside parked cars  
 Intersection warning  
 Ride with traffic direction  
 Turning Vehicles

**User - Commute/Recreation**  
**Pedestrians**  
 Pedestrians have right-of-way  
 Intersection warnings  
 Structures/street furnishings adjacent to path  
 Criteria for where/where not to use  
 Adequate sight lines  
 Operational controls

**User - Recreation**  
**Fast to slow cyclists, runners & walkers**  
 Advance warning of intersections  
 Advance warning of changes in pavement (visual cue)  
 Pedestrians/slower traffic has right-of-way

## Measures

**Colored bike lane option**  
**Direction of travel arrows on path**  
**Promote on-street safety (Street Rules/Safety Brochures)**  
 Intersection pavement markings (a)  
 Provide hazard warnings (a)  
 Directional signs (a)  
 Safe cycling brochures (a)

**Post trail rules**  
**Advance intersection warnings**  
**Mile markers**  
 Intersection pavement markings (a)  
 Provide hazard warnings (a)  
 Directional signs (a)

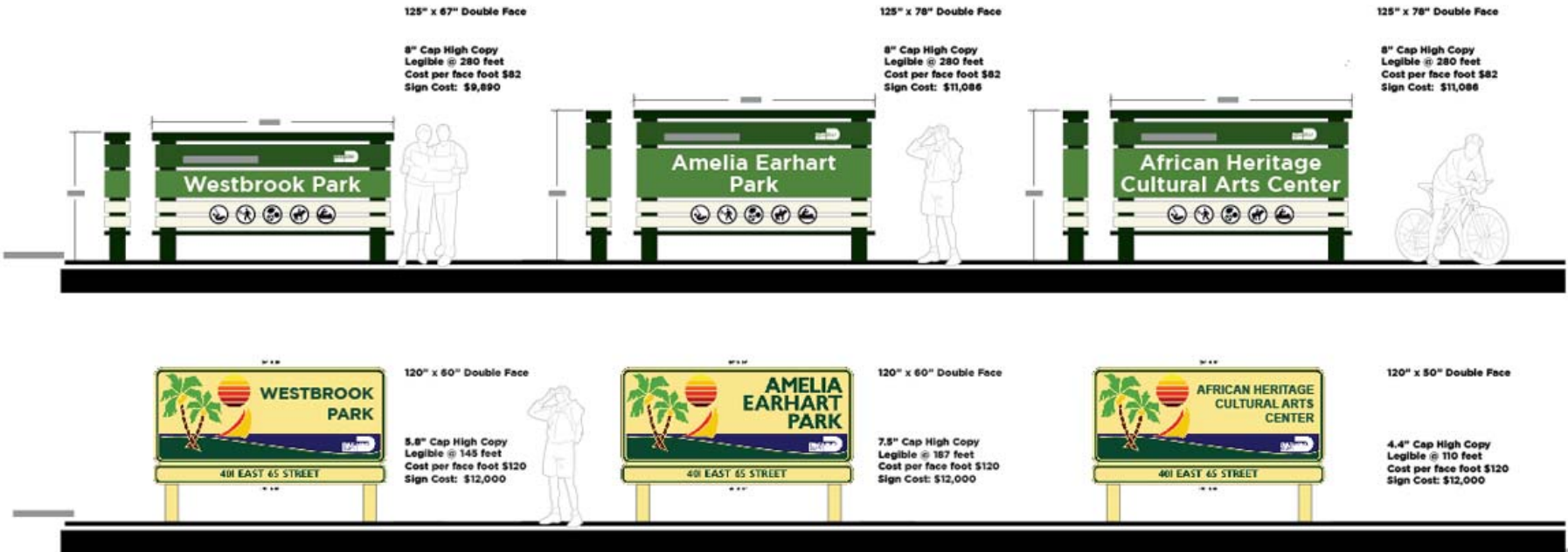
**Post Trail Rules**  
**Advance intersection warnings**  
**Advance pavement change warnings**  
**Mile markers**  
**Tactile signals**  
 Intersection pavement markings (a)  
 Provide hazard warnings (a)  
 Directional signs (a)  
 Safe cycling brochures (a)



# Evaluate Existing vs. Proposed



## MDP - Scaler



# SIGNAGE PLAN

# 4 ELEMENTS

- PARK GATEWAY SIGNS
- PARK WAYFINDING SIGNS
- MARINA SIGNAGE
- GREENWAY TRAIL SIGNAGE



Park Name  
County Contact Info  
Activity Icons  
Address

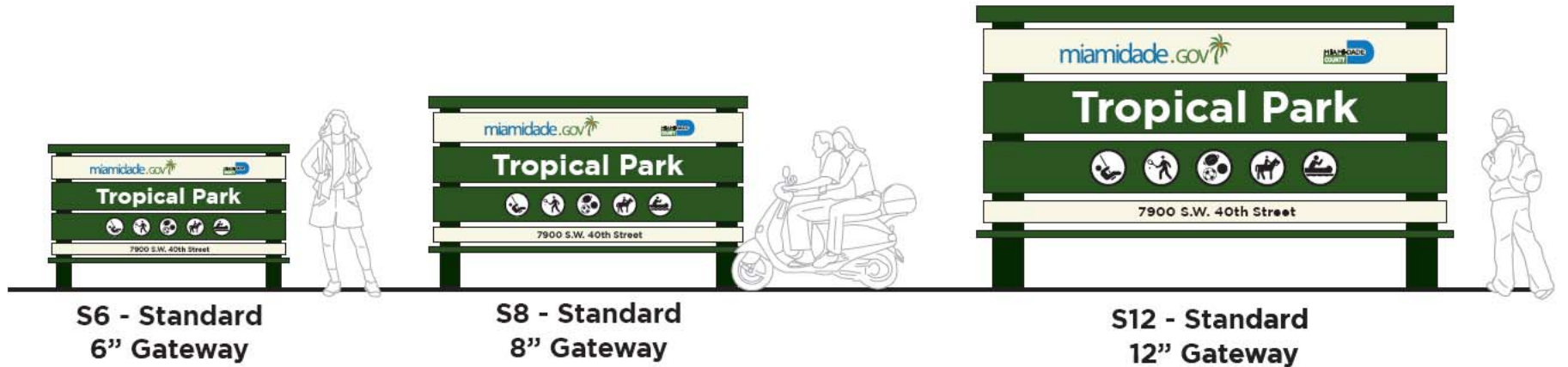


## Gateway Signs – Size & Scale

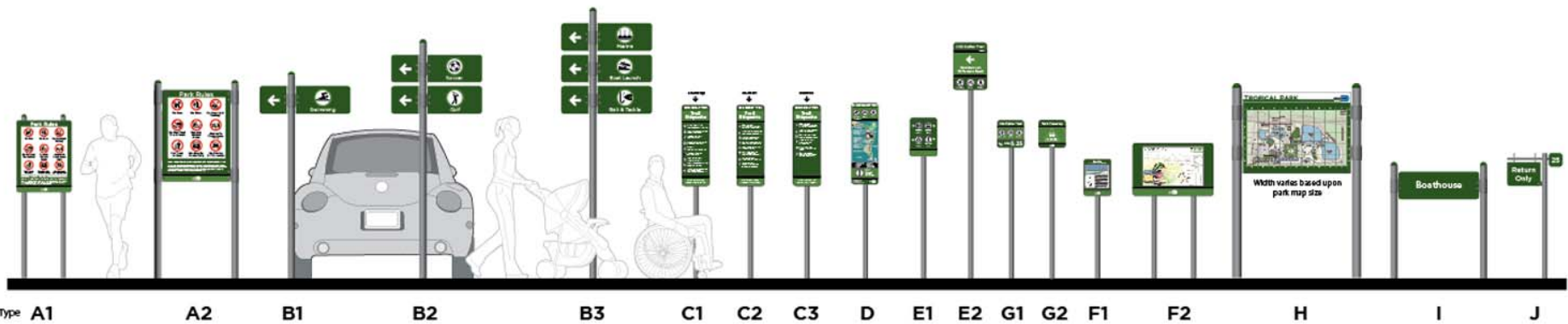
Pedestrian  
Scale  
Entry

Standard  
Vehicular  
Entry

Major  
Vehicular Entry



## Wayfinding - Palette



Park Rules

Vehicular Directional

Trail

Educational

Map

Identification

# Rules Signs



36 Custom Rules Icons created for MDCPRD

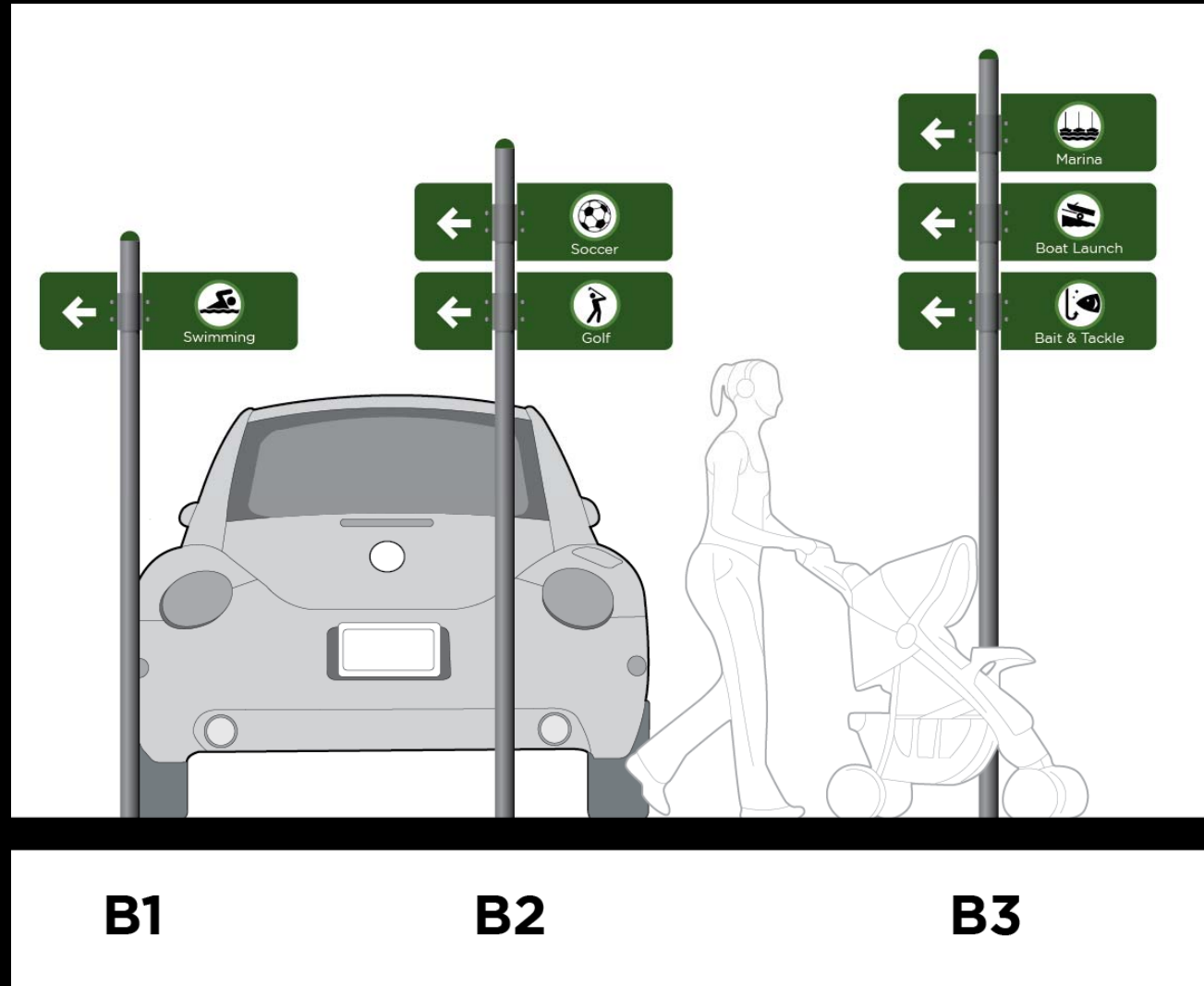


Sign Type **A1**

**A2**



# Directional Signs



# Trail Etiquette Signs



Double sided  
English & Spanish



C1

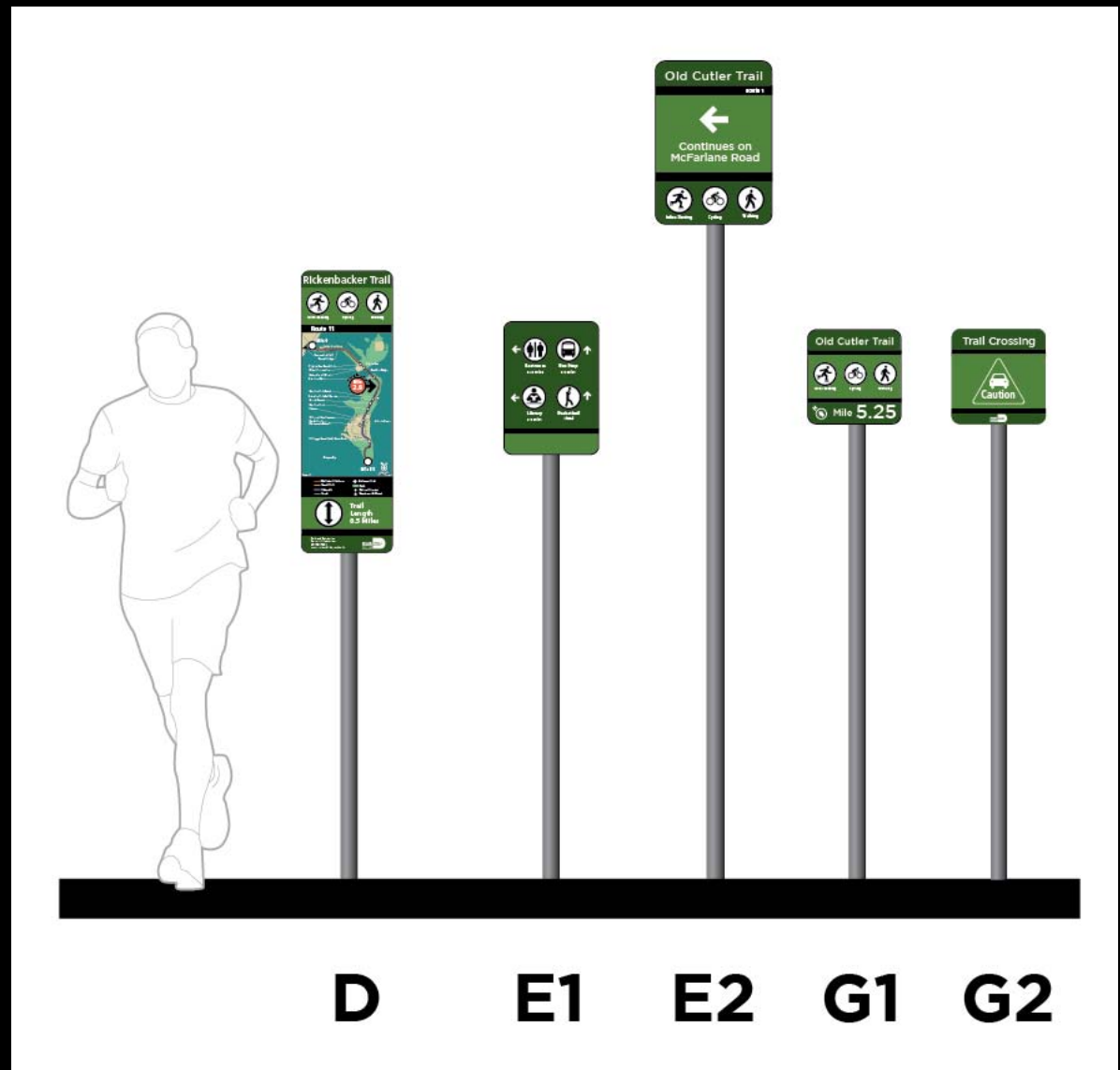
C2

C3

# Trail Wayfinding



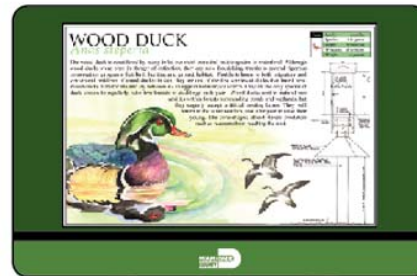
“You Are Here” Map



# Interpretative Signs – Historical, Cultural, Natural Resources

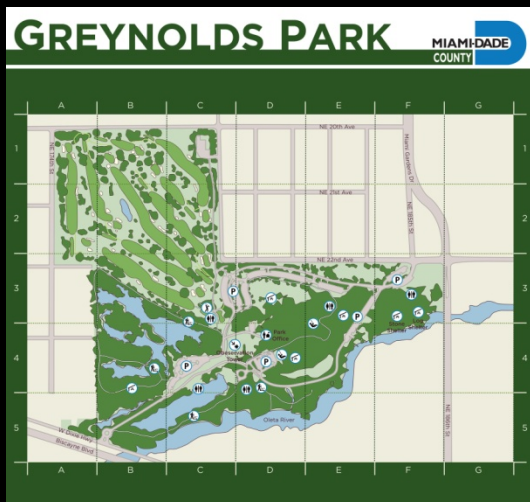


**F1**



**F2**

# Facility Kiosk Map



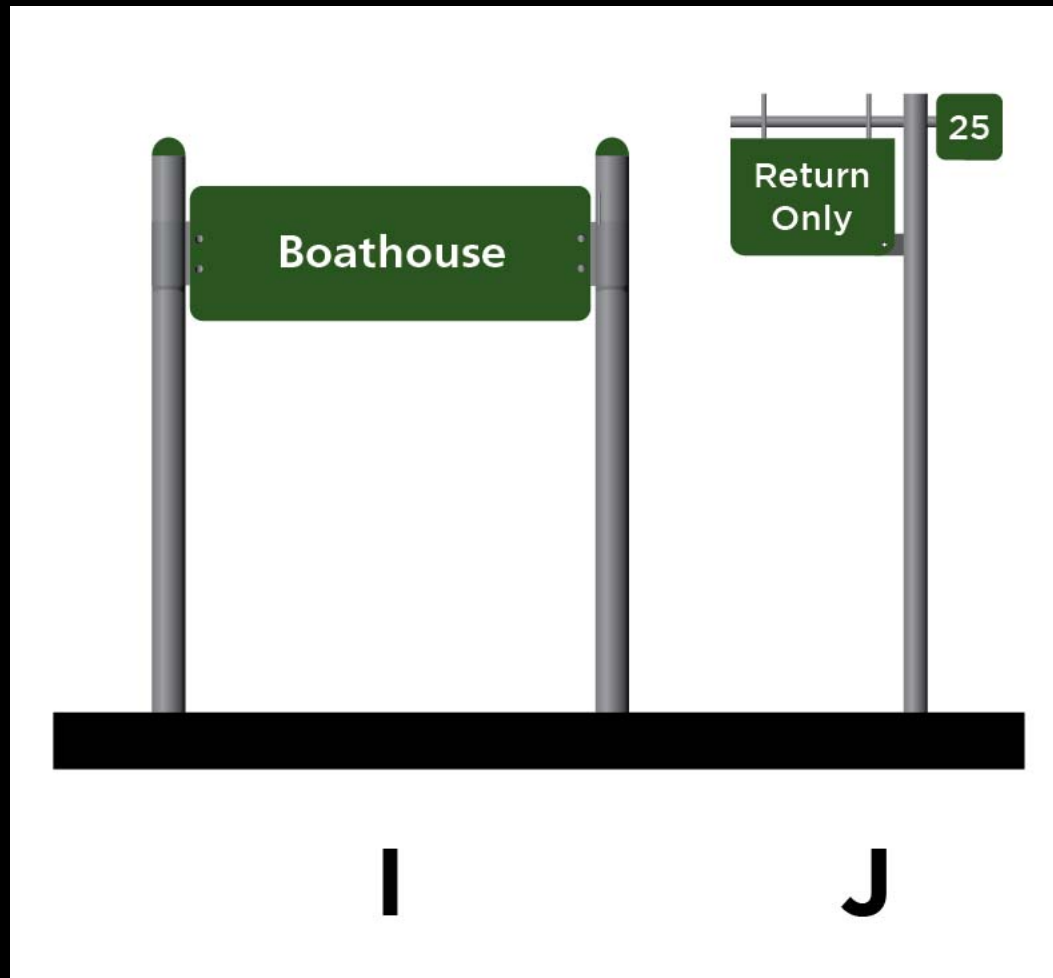
Width varies based upon  
park map size

H

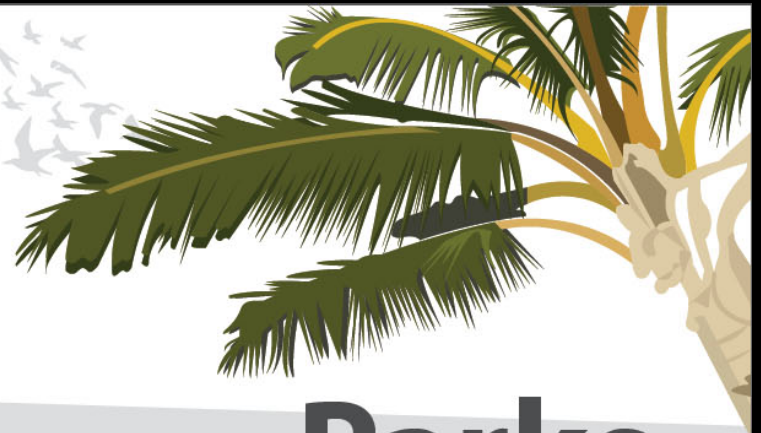


# TROPICAL PARK





**Goal:** "To better understand concerns users may have with locating, accessing and using these public facilities."



# Parks

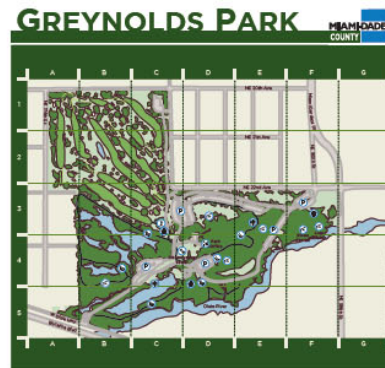
Miami-Dade County Parks & Recreation Department

## Wayfinding Plan



### Project Principals:

- 1 Provide access to all cultures
- 2 Promote brand awareness
- 3 Clear direction to Park destinations
- 4 Promote interpretive experiences (Historic, Cultural, and Ecological)
- 5 Promote facility safety
- 6 Design consistency in MDCPRD





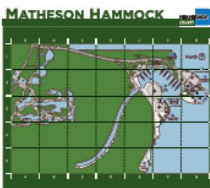
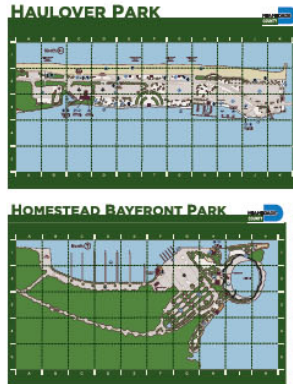
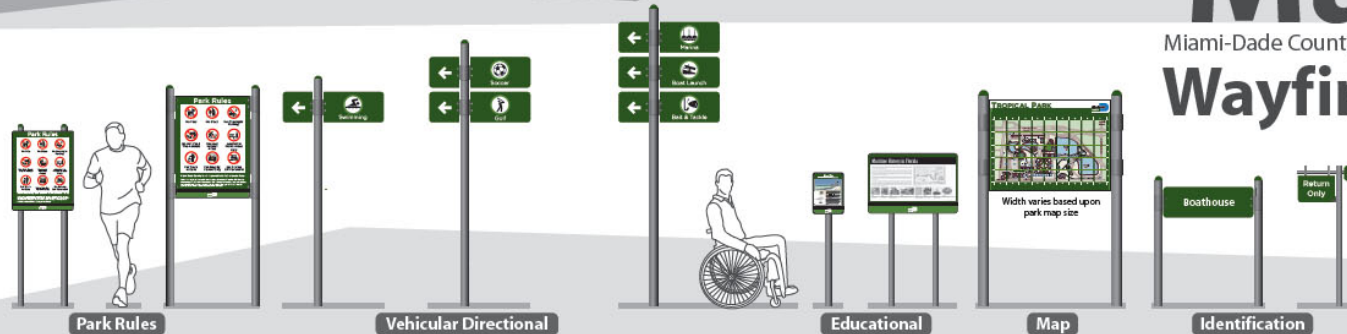
**Goal:** "To better understand concerns users may have with locating, accessing and using these public facilities."



# Marina

Miami-Dade County Parks & Recreation Department

## Wayfinding Plan



### Project Principals:

- 1 Provide access to all cultures
- 2 Promote brand awareness
- 3 Clear direction to destinations
- 4 Promote interpretive experiences (Historic, Cultural, and Ecological)
- 5 Design consistency in MDCPRD
- 6 Improve vehicular and boat circulation
- 7 Promote facility safety

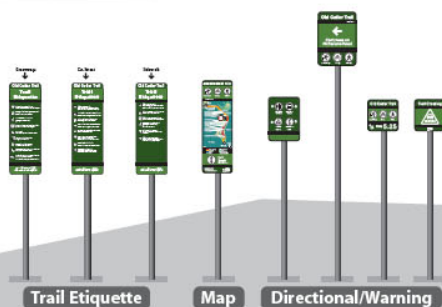
**Goal:** "To better understand concerns users may have with locating, accessing and using these public facilities."



# Trails

Miami-Dade County Parks & Recreation Department

## Wayfinding Plan



### Project Principals:

- 1 Provide access to all cultures
- 2 Promote brand awareness
- 3 Clear direction to trail destinations
- 4 Promote interpretive experiences (Historic, Cultural, and Ecological)
- 5 Direct to public transportation
- 6 Promote path/trail safety
- 7 Design consistency in MDCPRD



# SIGN IMPLEMENTATION MANUAL

## DESIGN SPECS FOR EACH SIGN TYPE:

- MATERIALS
- DIMENSIONS
- COLORS
- GRAPHICS

# DETAILS FOR EACH SIGN TYPE

## Wayfinding System - Sign Details

Sign Type A1  
Miami-Dade County - 20180.0

Scale: 1" = 1'

Note: Drawing scale shown on plans is accurate for full size plans only. Gladding Jackson is not responsible for scale discrepancies caused by reduced size plans.

Sign Name:	Unit Cost:
Park Rules Neighborhood Park	\$629

### Description:

All park rule signs for neighborhood parks are not identical. Content should reflect park specific rules, related to facilities available.

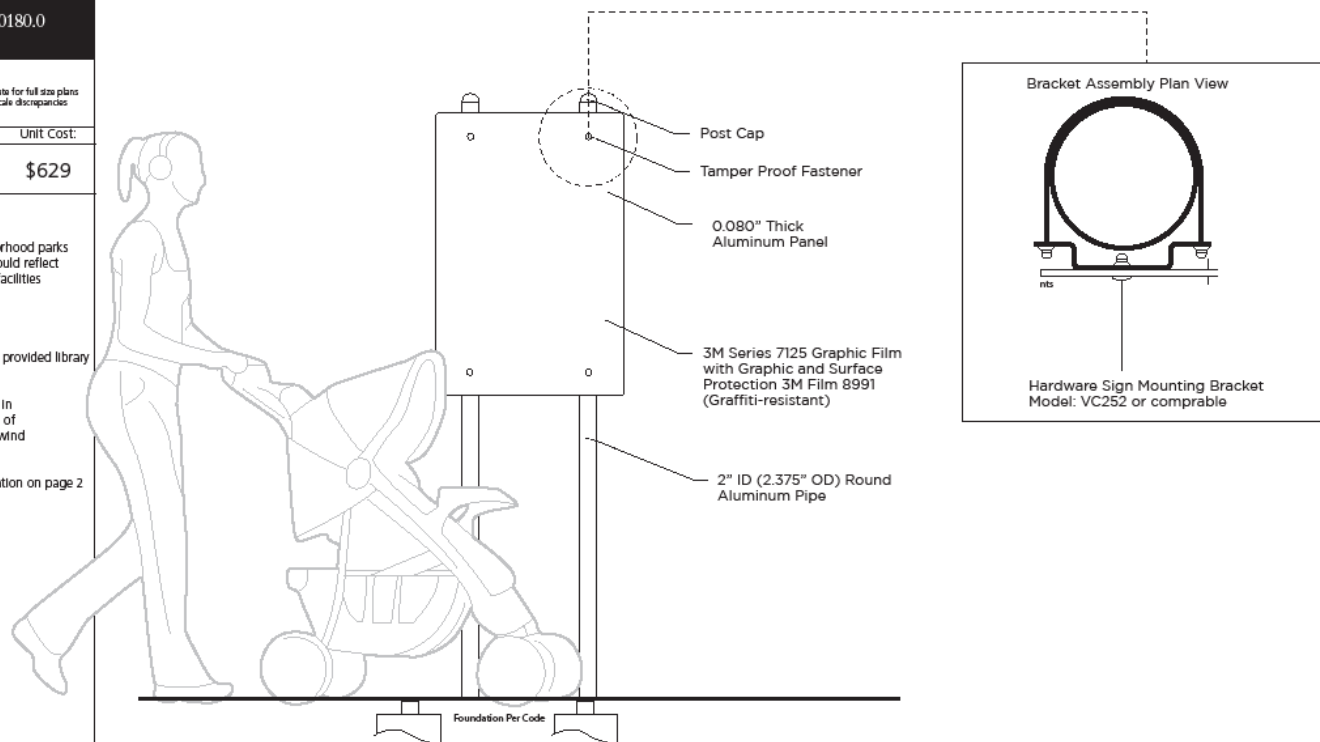
Back of sign is blank.

Icon graphics to be used from provided library

Foundation per code  
Structure shall be constructed in accordance with section 1609 of the Florida Building Code for wind gust velocity of 140mph.

Manufacturer contact information on page 2

## Materials



People get lost, we can help. 

### Drawn By:

JMM ☒

PP ☒

EW ☐

Contact:  
Environmental Graphics/Wayfinding  
Gladding Jackson  
407-843-6552  
120 N Orange Avenue  
Orlando, Florida 32801

**Sign Type A1**

# Wayfinding System - Sign Details

Sign Type A1  
Miami-Dade County - 20180.0

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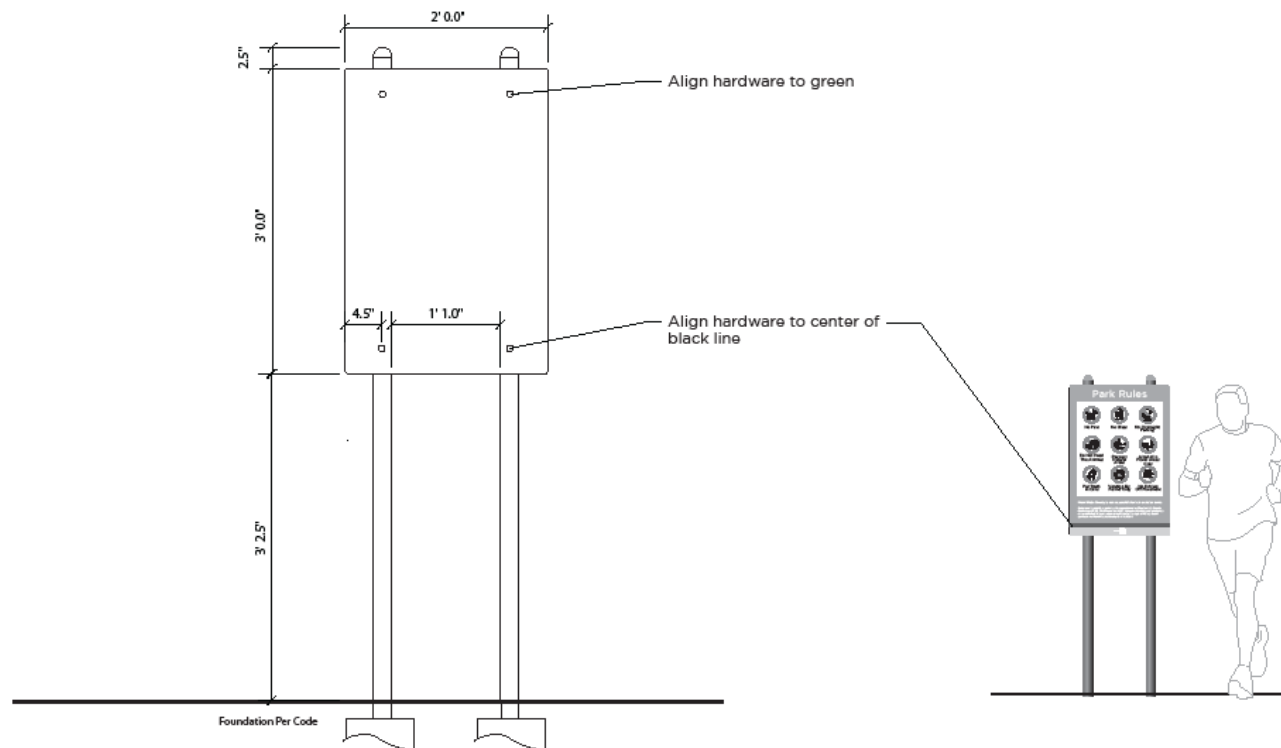
Back of sign is blank.

Icon graphics to be used from provided library

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Manufacturer contact information on page 2

## Dimensions



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Drawn By:

JMM ☒  
PP ☒  
EW ☐

Contact:  
Environmental Graphics/Wayfinding  
Gladding Jackson  
407-443-6552  
120 N Orange Avenue  
Orlando, Florida 32801

Sign Type A1

# SIGN SCHEDULES

## SIGN LOCATION PLANS COMPLETED FOR:

- Marinas (6)

Homestead Bayfront Marina  
Black Point Marina  
Matheson Hammock Marina

Crandon Marina  
Pelican Marina  
Haulover Marina

- Greenway Trails (6)

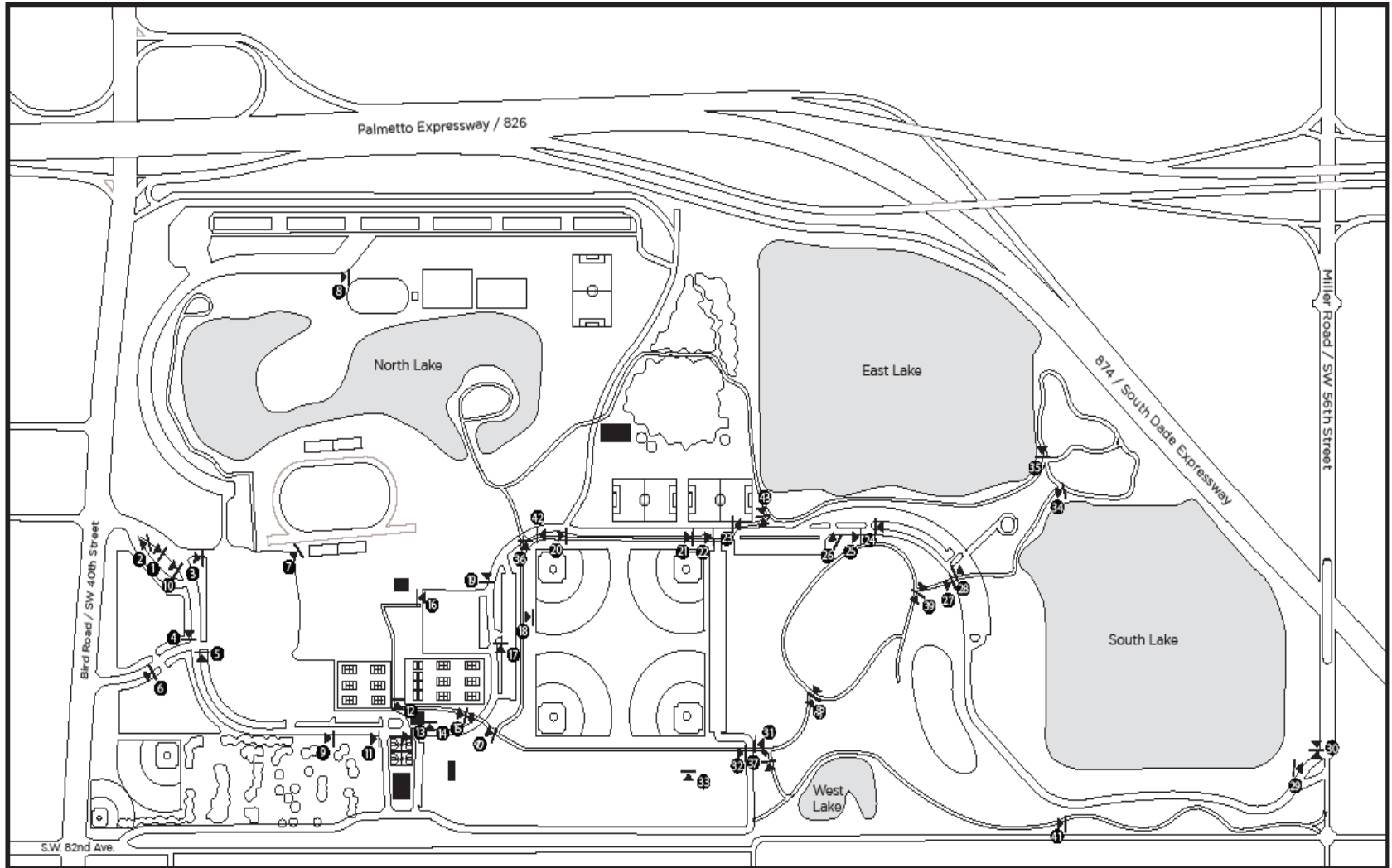
Snake Creek Trail  
Rickenbacker Trail  
Commodore Trail

Old Cutler Trail  
Biscayne Trail  
Black Creek Trail

- Parks (3)

- Tropical Park
- Greynolds Park
- Olympic Park

# SIGN SCHEDULE – TROPICAL PARK





# SIGN SCHEDULE – TROPICAL PARK

Sign Number	Sign Type	Message One Icon / Arrow / Copy	Message Two Icon / Arrow / Copy	Message Three Icon / Arrow / Copy	Message Four Icon / Arrow / Copy
1	B2	25 / Left / Equine Activity	15 / Left / Track & Field		
2	H	Tropical Park Map	(Locate) You Are Here Icon		
3	B3	25 / Left / Equine Activity	15 / Ahead / Track & Field		
4	B2	5 / Right / Baseball 5 & 6	5 / Ahead / Baseball 1 - 4		
5	B3	5 / Left / Baseball 5 & 6	25 / Ahead / Equine Activity	15 / Ahead / Track & Field	
6	A2	Park Rules			
7	A1	Park Rules			
8	A1	Park Rules			
9	A2	Park Rules			
10	B3	78 / Ahead / Tennis	76 / Ahead / Multi Purpose Field	80 / Ahead / Picnic Shelter	
11	B3	78 / Left / Tennis	05 / Ahead / Baseball	03 / Ahead / Soccer	
12	E1	78 / Left / Tennis 1 - 6	78 / Right / Tennis 7 - 12	22 / Right / Racquetball	13 / Ahead / Boxing
13	B3	80 / Right / Shelter 2 - 9	80 / Ahead / Shelter 11-13	105 / Right / Park Office	
14	H	Tropical Park Map	(Locate) You Are Here Icon		
15	G1	1.5 Mile Trail (Side 1 & 2)	Mile 0.0 (Side 1 & 2)		
16	A1	Park Rules			
17	B3	15 / Left / Track & Field	78 / Left / Tennis	13 / Left / Boxing	
18	A1	Park Rules			
19	B3	15 / Right / Track & Field	78 / Right / Tennis	13 / Right / Boxing	
20	B1	04 / Left / Fishing			
21	B3	03 / Left / Soccer	80 / Ahead / Shelter 11, 12, 13	54 / Ahead / Playground	
22	A2	Park Rules			
23	B2	03 / Right / Soccer	05 / Left / Baseball 1 - 4		
24	B2	58 / Right / Small Boat Launch	80 / Right / Shelter 10 - 13		
25	B2	80 / Left / Shelter 10 - 13	58 / Left / Small Boat Launch		
26	A1	Park Rules			
27	G2	Trail Crossing			
28	G2	Trail Crossing			
29	A2	Park Rules			
30	S8	Tropical Park	Icons - 80 / 05 / 15 / 25 / 03		
31	G2	Trail Crossing			
32	G2	Trail Crossing			
33	A1	Park Rules			
34	E2	1.5 Mile Trail	Arrow Right	Continue for Trail Loop	
35	E2	1.5 Mile Trail	Arrow Right	Continue for Trail Loop	
36	E1	53 / Ahead / 1/4 Mile Nature Trail	61 / Right / 1.5 Mile Trail		
37	E1	61 / Ahead / 1/2 Mile Spur Trail	61 / Left & Right / 1.5 Mile Trail		
38	E2	61 / Right / 1.5 Mile Trail	61 / Ahead / 1.5 Mile Trail		
39	E2	61 / Right / 1.5 Mile Trail	61 / Ahead / 1.5 Mile Trail		
40	E2	61 / Right / 1.5 Mile Trail			
41	G1	1/2 Mile Spur Trail	1/4 Mile (distance)		
42	E1	53 / Ahead / 1/4 Mile Nature Trail	53 / Left / 1.5 Mile Trail		
43	E1	Left & Right / 1.5 Mile Trail (1)	53 / Ahead / Nature Trail		

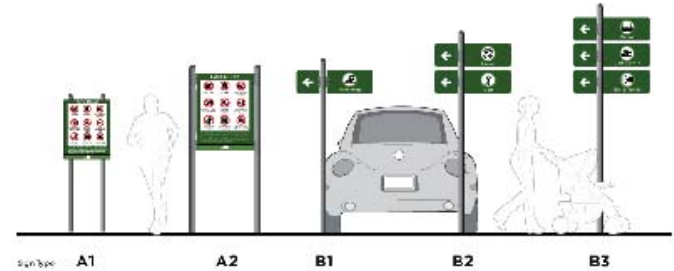
Estimate of Probable Cost:

MDCPRD Sign Shop

Third Party Fabrication Sign Shop

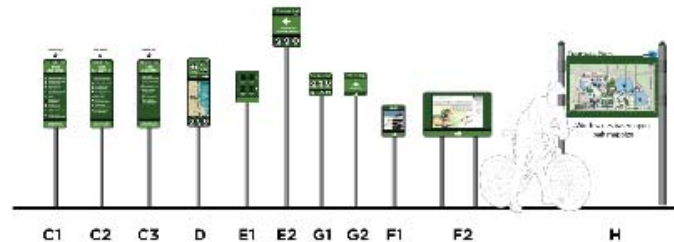
Greynolds Park Wayfinding System	\$30,152*	\$45,228*
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\*Cost does not include gateway entry features



Park Rules

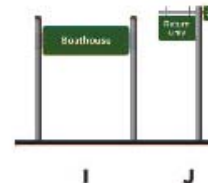
Vehicular Directional



Trail

Educational

Map



Identification





PARK AND RECREATION DEPARTMENT

THANK YOU

QUESTIONS?